8,000 Years of wine tradition

Birthplace of wine
Qvevri - Clay vessel
Recognized by UNESCO
Over 500 Varieties of grapes

Only 69,000 km²
1st UNWTO Global Conference on Wine Tourism

7-9 September 2016
Kakheti Region, Georgia
Unique?
Original

“It just means being different and better”

Adam Grant
“To make something interesting, you have to Challenge what is conventional”
1011 – Traditional Wine
Alaverdi Monastery
Khareba – Wine Tunnel
Restaurant, Garden, Music, Masterclasses, Hotel (coming)
Chateau Mukhrani
Great Wine at a historic landmark
Pheasant’s Tears

From 300 year old wine cellar to Michelin star Restaurants
“Optimally Different”
Something new, but people still understand
It is there;
you just have not thought of it that way
Experience tourism on the rise, bringing change in patterns